

# We're Connecting Cheshire

www.connectingcheshire.org.uk

November 2014

## Cheshire's fibre broadband boost for 40,000 additional premises

Connecting Cheshire has now reached the half-way point in its roll-out – with more than 40,000 additional homes and businesses now able to upgrade to fibre broadband.

BT Openreach engineers have installed more than 200 new roadside cabinets and laid around 400 kilometres of fibre optic cable to date, often in challenging conditions underground in both urban and remote rural areas.

Councillor David Brown, Deputy Leader of Cheshire East Council, on behalf of the Partnership said: "We are well on our way to reaching 96 per cent of premises and bringing a much-needed advantage to the county – both for businesses and home users. I urge everyone to check their availability and upgrade to faster broadband, to shop around for the best deal and take advantage of the real benefits."

[Read more](#)



From Left to Right: Barry Theaker and John Orritt – Engineering Co-ordinators and Marc Dewhurst – Engineering Manager, BT Openreach

## Welcome to the fibre fast lane... Ashley, Burton, Chelford, Kelsall, Kingsley, Middlewich, Neston, Puddington, Pulford and Sutton

### Super Switch-on Day

On 6<sup>th</sup> November Connecting Cheshire's Fibre Guys were busy spreading the news to four of the latest communities to join the fibre fast lane. Over 2,700 homes and businesses in Burton and Puddington, Chelford, Kelsall and Kingsley can now enjoy the benefits and do more online with fibre broadband.



See our latest  
postcode checker  
and maps on our  
website

These are now live on our  
[Check Availability](#) and [Map](#) pages

# helping you do more



## Mike's Story

Since its upgrade to fibre in October 2014, one of the first Sandymoor residents to upgrade to fibre has been Mike Gibbons; who is also the Managing Director of Definteco Ltd based in Runcorn who specialise in the design and project management of integrated technology solutions onto super yachts worldwide ([www.definteco.com](http://www.definteco.com)).

"With two teenage daughters we are heavy users of social media, streaming films and catch-up TV – and it's all now happening instantly, whereas before fibre it was a slow and frustrating process keeping everyone online and entertained. For my business things are now much better too, I can upload and download large files and technical drawings, video conference with clients and as I travel a lot, my family can now keep in touch with me via video calls wherever I'm working."



[Read more](#)

## Learn

Recent studies conducted by Britain's Open University have found that e-Learning consumes 90% less energy than traditional courses. The amount of CO<sub>2</sub> emissions (per student) is also reduced by up to 85%

## Shop

Santa's little helpers are expected to be working overtime on the e-commerce front this holiday season.

A recent study of 2,000 online shoppers showed that 47% will be waiting until the last week of the holiday shopping season or beyond to finish their online Christmas shopping. Don't leave it too late!

## Watch

We spent an average of more than five hours a week watching TV shows, clips and films on internet-connected devices in the first half of 2014 largely due to the popularity of tablets and smartphones.

## Connect

Around 40% of the world's population has an internet connection today. The first billion was reached in 2005. The second billion in 2010. The third billion will be reached by the end of 2014.

## Sell

You can find out more about our superfast business programme at [www.ccbusiness.co.uk](http://www.ccbusiness.co.uk) and read some [business user case studies](#) from Cheshire too.

For upcoming events [click here](#)

## Women in Business

Connecting Cheshire offers a FREE programme of support to small businesses looking to take advantage of the internet to start a business or grow an existing venture.

From now until March 2015 Blue Orchid will be running [30 high impact events](#) covering topics including: Starting an Online Business, Grow Your Business Using the Internet, Using the Internet to Reach More Customers, Effective Email Marketing and Getting your Business on the Cloud.

This programme is for you if:

- You are Female
- You are looking to start a business or grow an existing business
- Your business will trade in Cheshire, Warrington or Halton.

[Find out more](#)



Emma produces luxury handbags made of British tweed and after getting advice on business planning she is now selling on-line to markets as far a field as New Zealand. [Read more](#)

